

# Alexander Mankowsky

Futures Studies & Ideation, Daimler AG

## **The Cooperative Car** *Perspectives on automated Mobility*



March 2015

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# Automation promises a Paradigm Change in Mobility Is there a Desirable and Meaningful Vision?

Time

Energy

Trajectories

Complexity

360°



Willful Action

Moments

Sensuality

Strength

Sense of Beauty

Movement

Social Perceptiveness

Diversity

Give and Care for Live

Focus



Learn



1

Explore



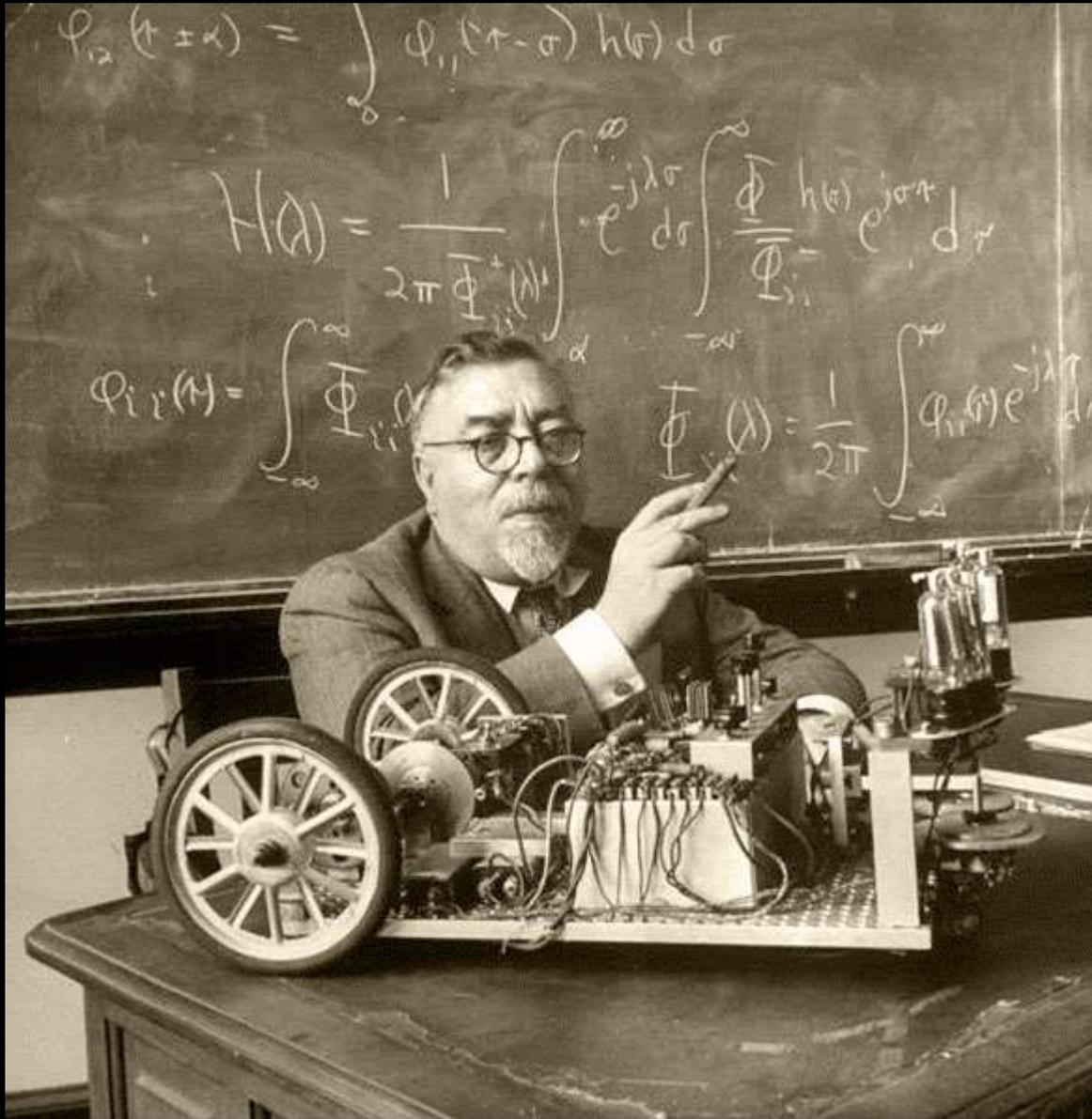
2

Make



3





**Norbert Wiener** (1894-1964)

<http://www.uh.edu/engines/epi2901.htm>

One of the great future problems which we must face is that of the relation between man and the machine.

Render unto man the things which are man's and unto the computer the things which are the computer's.

**GOD AND GOLEM, Inc.**

**Norbert Wiener 1964, p. 71-73**



**Cybernetic Bug Palomilla, 1949**

<http://cyberneticzoo.com/tag/palomilla/>



**Norman Bell Geddes builds 1939 the *World of Tomorrow***

<http://artcontrarian.blogspot.de/2013/07/norman-bel-geddes-first-city-of-future.html>



**Franklin D. Roosevelt's GI Bill kick started the *American Suburb***

<http://oldsaltbooks.wordpress.com/2013/08/29/>



## Paul Watzlawick

1921 - 2007

Mental Research Institute in Palo Alto, California

Communication Theory:  
Interactional View is an interpretive theory drawing from the cybernetic tradition.

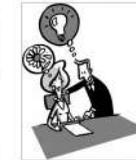
1<sup>st</sup> Axiom: "One Cannot Not Communicate"



## You cannot not communicate

Palo Alto School sets the standards for better communication

By Susanne Barth, March 2014



The Palo Alto School set not only milestones in psychotherapy but also in communication theory. We take a closer look at the five communication axioms developed by Paul Watzlawick which illustrate how communication and its contradictions work.

*The belief that there is only one reality is the most dangerous self-deception.*  
Paul Watzlawick

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Communication is sometimes difficult. Misunderstandings, frustrations, quarrels and even break-ups happen daily in families, between couples and friends, in schools, workplaces and even between countries and cultures. What's more, you probably know the feeling of dissatisfaction when your communication does not work, even though your intention was not to harm or hurt anybody. Perhaps, at times, you even find yourself in a vicious circle, repeating the same communication pattern again and again with unpleasant results? If you want to know why your communication might be off kilter, or what aspects you need to be more careful about, take a look at Paul Watzlawick's five communication axioms. They have also shaped our Krauthammer driving principles<sup>1</sup>, which are the basis for all our training and coaching interventions.

As a psychoanalyst, author and exponent of the Palo Alto School, Paul Watzlawick was one of the most influential theoreticians in human communication and its dysfunctions. Many of his publications were bestsellers, including the guidebook-parody The situation is hopeless, but not serious: The pursuit of unhappiness (1983), which demonstrates his great sense of humour.

### Core statement

As a coaching, consulting and training company, we respond to client needs worldwide where strategic changes or operational improvements demand behaviour change at individual, team and corporate levels.

Most companies don't fail for lack of talent or strategic vision - they fail for lack of execution. In leading businesses today, success is 5% strategy and 95% execution.

Percy Barnevik, former Chairman Ceo ABB

Watzlawick was born in Austria and received his Doctorate in Philosophy and Modern Languages from the University of Venice in 1949. Afterwards he trained as psychotherapist at the Carl-Gustav-Jung Institute in Zurich, but decided after three years of practice to abandon the classical psychoanalytical approach. In 1960 he joined the Mental Research Institute in Palo Alto, where he followed in the footsteps of Gregory Bateson who, together with his research colleagues, first described the double bind theory in 1950.

Based on the systemic approach of the Palo Alto Group<sup>2</sup>, Watzlawick saw people as being embedded in a system of relationships and not as independent individuals. In opposition to classic psychoanalysis, he declined to explore his patients' pasts and preferred "short therapeutic interventions" focusing on the person's communication: Does it work or is it dysfunctional? What is the problem? Who does what to whom? What can we implement to prevent the person from doing what he or she is currently doing that is ineffective? He once said "what I can't achieve in 10 sessions is not achievable in 100 sessions either"<sup>3</sup>, and was convinced that problems in life often arise from issues with communication.

In 1967 he published "The Pragmatics of Human Communication" with Don Jackson and Janet Beavin. This classic of communication literature presents five axioms as basic rules explaining how human communication and its paradoxes work:

#### Axiom 1: You cannot not communicate

Everything we say, don't say, do or don't do conveys a message. This means that we cannot decide whether or not to communicate. Communication is verbal and non-verbal, explicit and implicit. We should be aware that a raised eyebrow, a turned away posture or a patronising look also sends (negative) information to the other person.

Example: The manager asks who would like to write the protocol of the meeting. Julia lowers her head and stares at her laptop.

#### Axiom 2: Content and relationship

Communication consists of two aspects: content and relationship. The content aspect refers to the "what" of the message: the facts. The relationship aspect describes how the sender sees his or her relationship with the receiver of the information and how he or she wants to be understood, i.e. as a boss, subordinate, colleague, opponent, etc. The relationship message is always the most important element. In communication that works well, the receiver perceives the speaker in the way he or she would like to be perceived, and both agree on the content and relationship aspect. When we look at our own tonality, facial expressions and gestures, we quickly notice that we communicate differently with different people.

### Article in the spotlight



Great books to discover



Make

3



Explore

2



Learn

1





Mark Lascelles Thornton, The Happiness Machine 2014

Preview copy

楊 冼 梁

YANG YONG LIANG



London in the Future  
Art by **David Edwards** (Architect)  
<http://www.dave-p-edwards.com/>



## Garden Bridge

Heatherwick Studios, London 2014

The Garden Bridge is the idea of actress Joanna Lumley and has been designed by Thomas Heatherwick

# Reclaim Urban Space



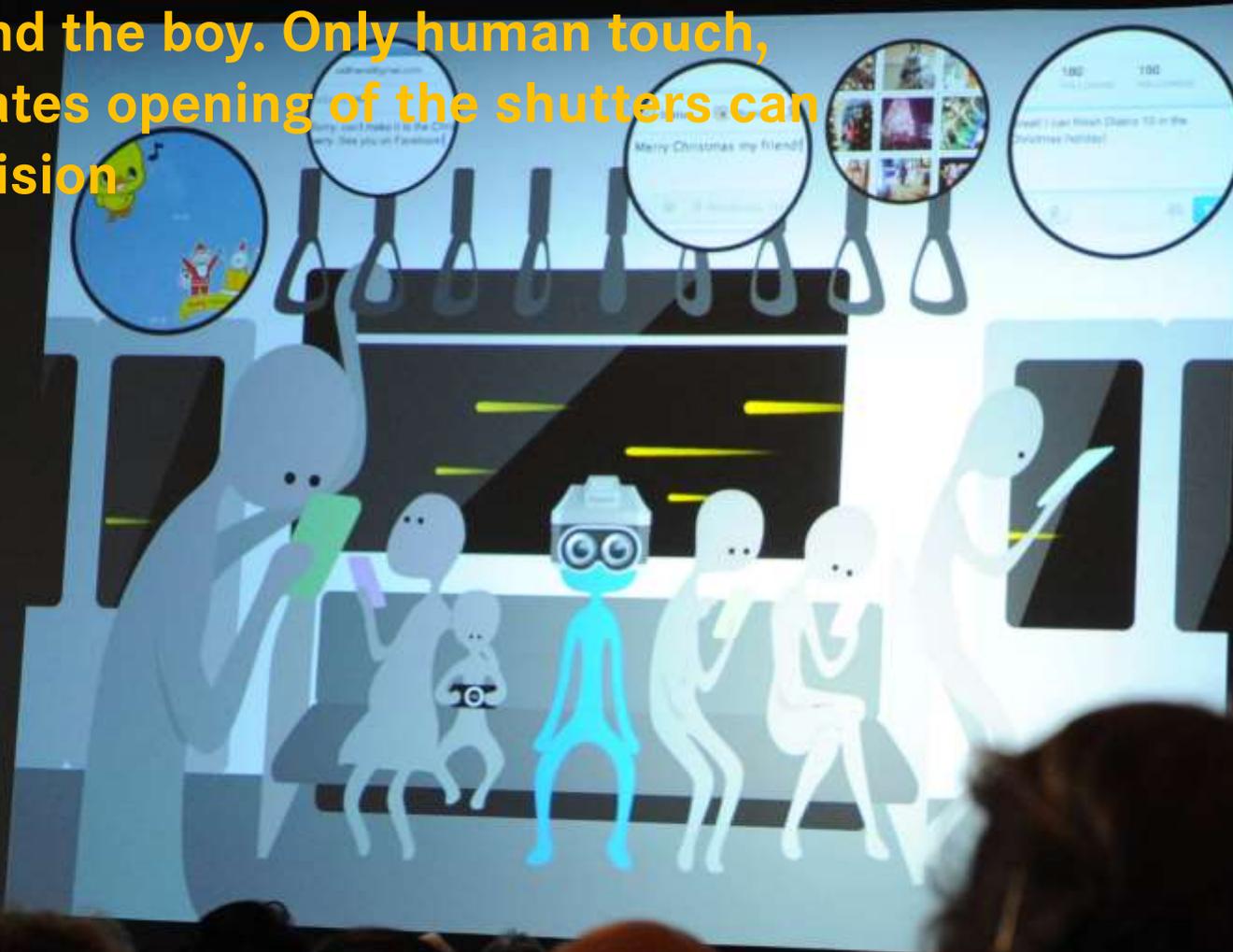
Ars Electronica Award 2013  
Life Radio Brückenpicknick 2013 Nibelungenbrücke, Linz



San Francisco's 3876 Noriega Street Parklet, hosted by Devil's  
Teeth Baking Company.

Photo by: San Francisco Planning Department

When worn, the camera's shutters covering the eyes blind the boy. Only human touch, which activates opening of the shutters can enable his vision







Make

3



Explore

2

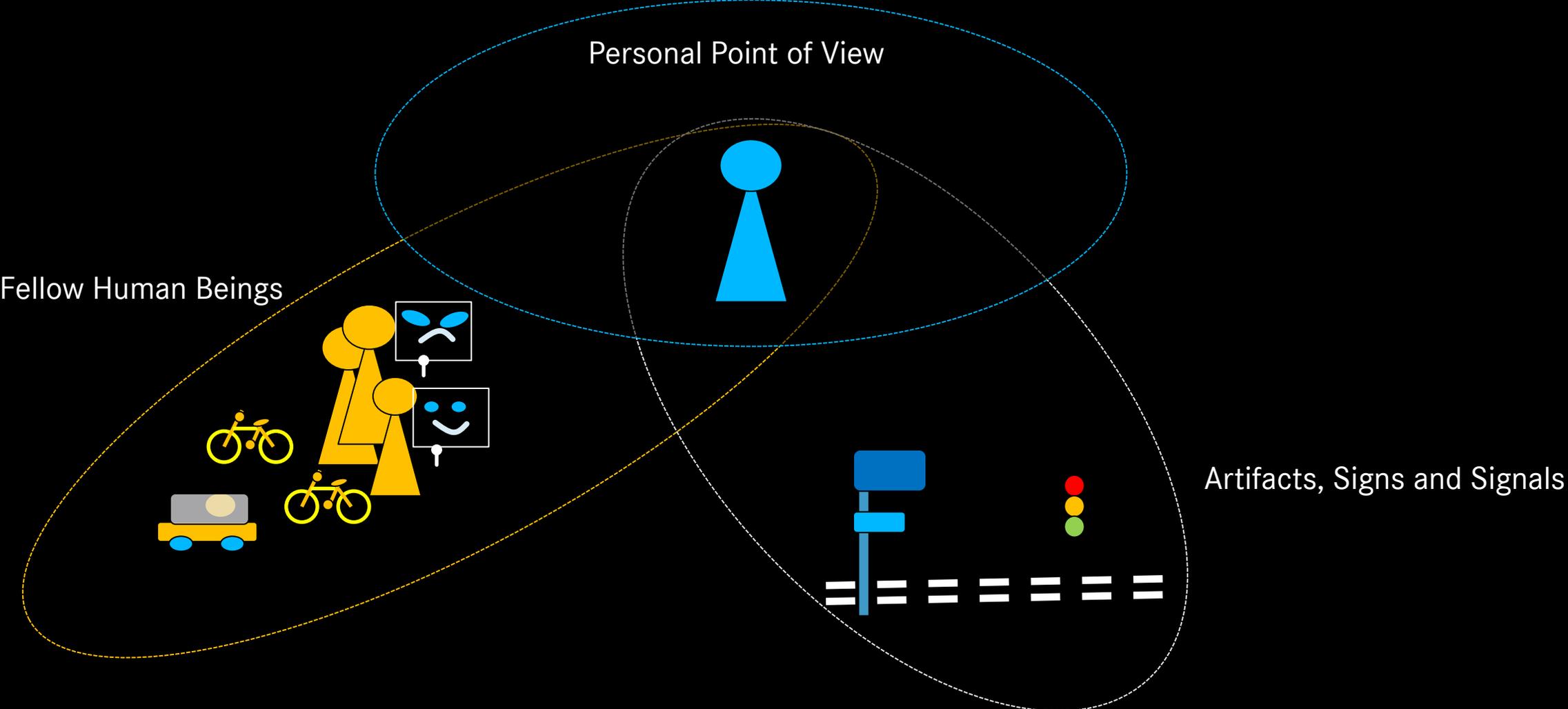


Learn

1



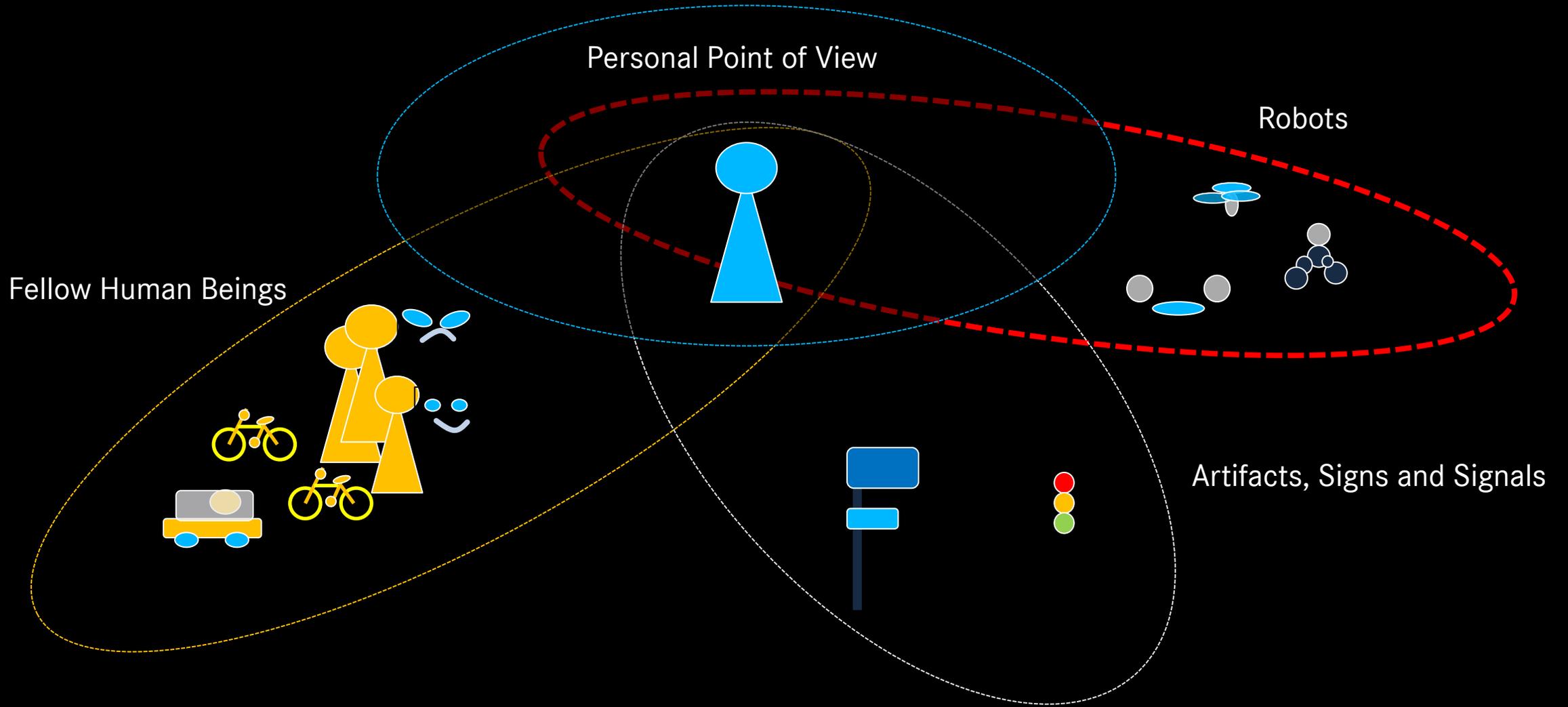
# One Cannot Not Communicate















## Michael Tomasello

Psychologist

Michael Tomasello is an American developmental and comparative psychologist. He is a co-director of the Max Planck Institute for Evolutionary Anthropology in Leipzig, Germany. Wikipedia

**Born:** January 18, 1950 (age 65), Bartow, Florida, United States

**Education:** University of Georgia (1980), Duke University

**Awards:** Jean Nicod Prize, International Prize, Guggenheim Fellowship for Social Sciences, US & Canada

Filmclip ▶



<http://www.eva.mpg.de/psycho/>

**Shared Intentionality**  
needs a Common Thing



## Automated Machine as a Domesticated Animal

Filmclip ▶



<https://www.youtube.com/watch?v=hrxf7IG-j9c>

Clifford Nass

Born: April 3, 1958, Teaneck, New Jersey, United States

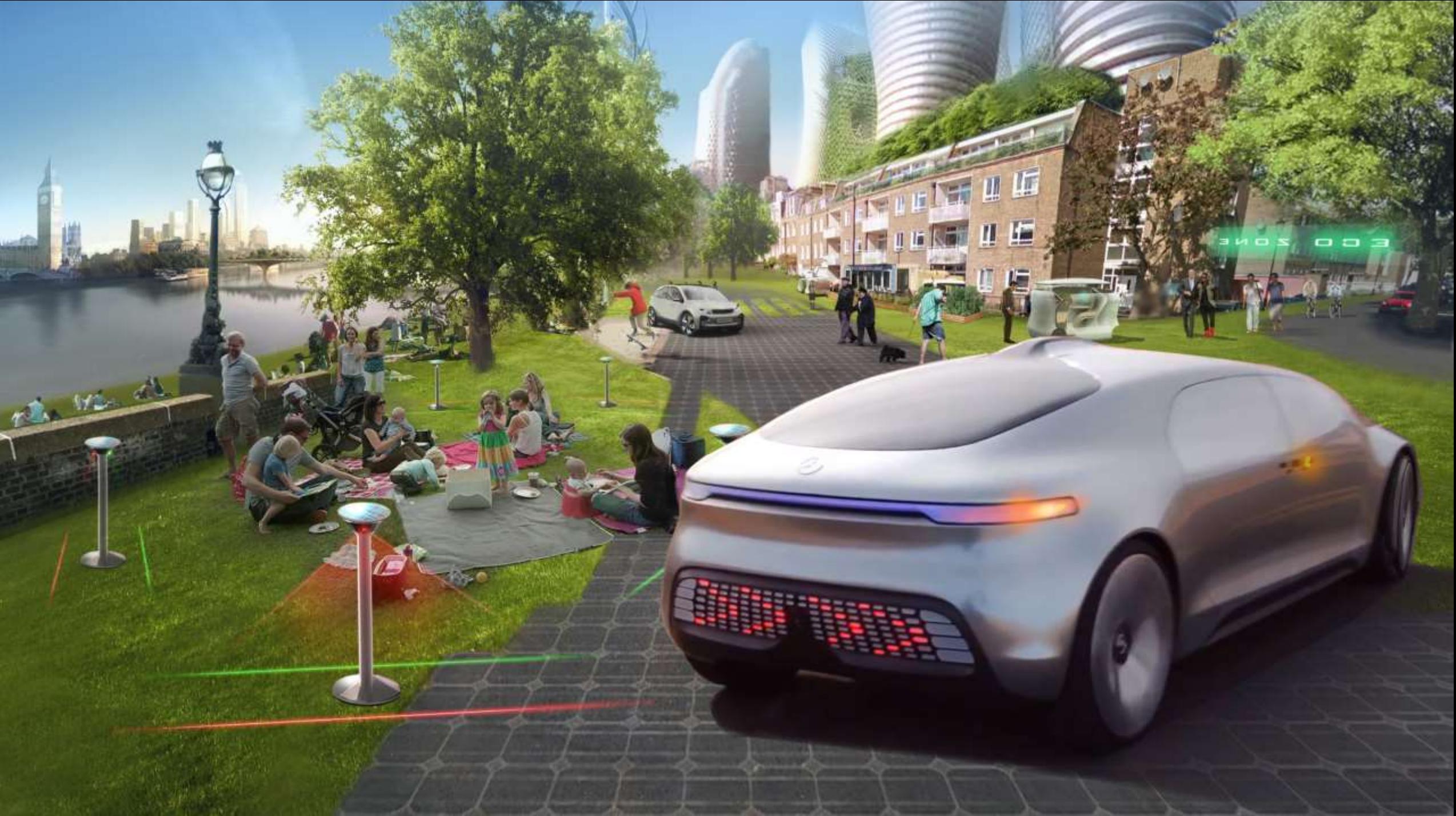
Died: November 2, 2013, Stanford Sierra Camp

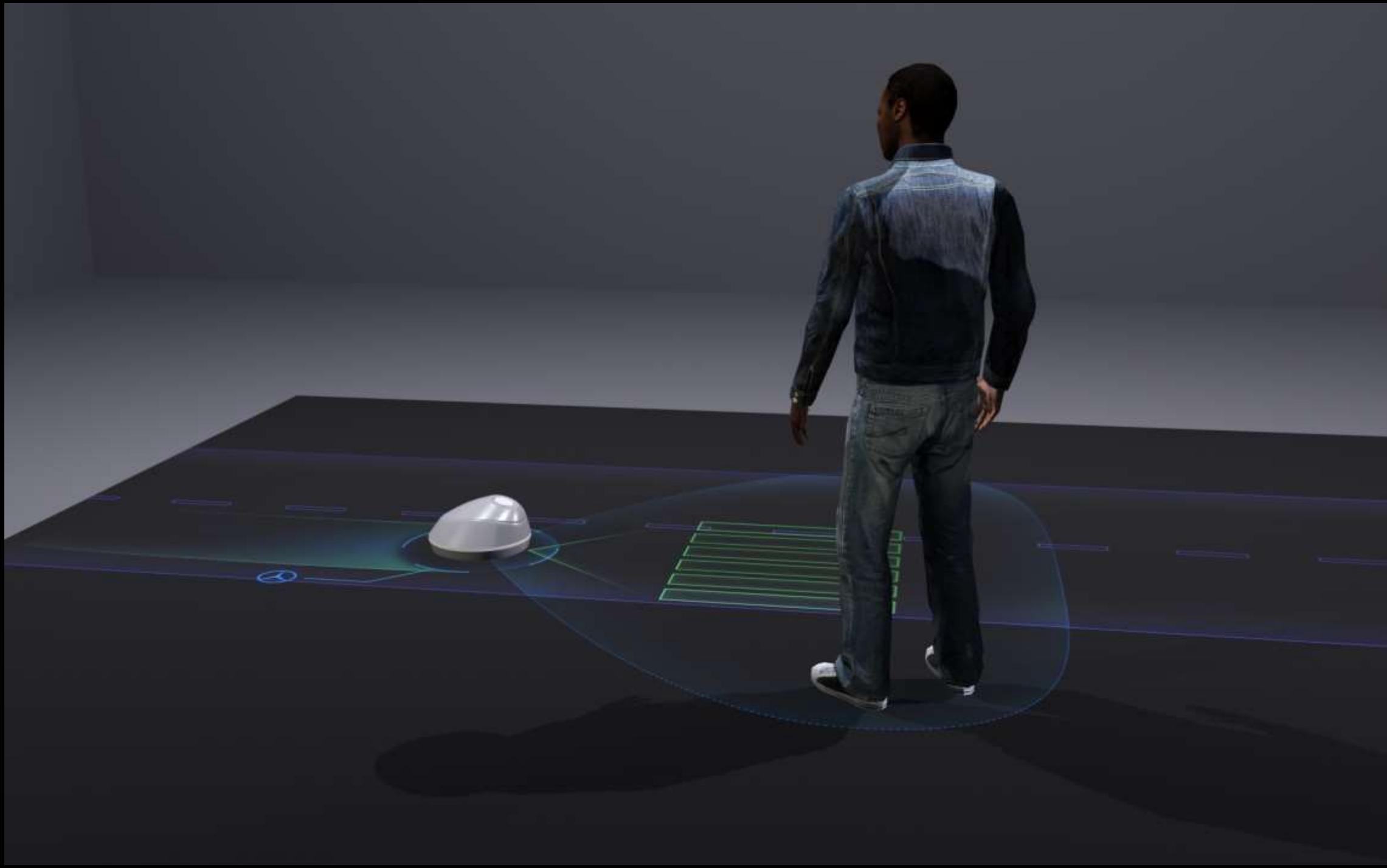


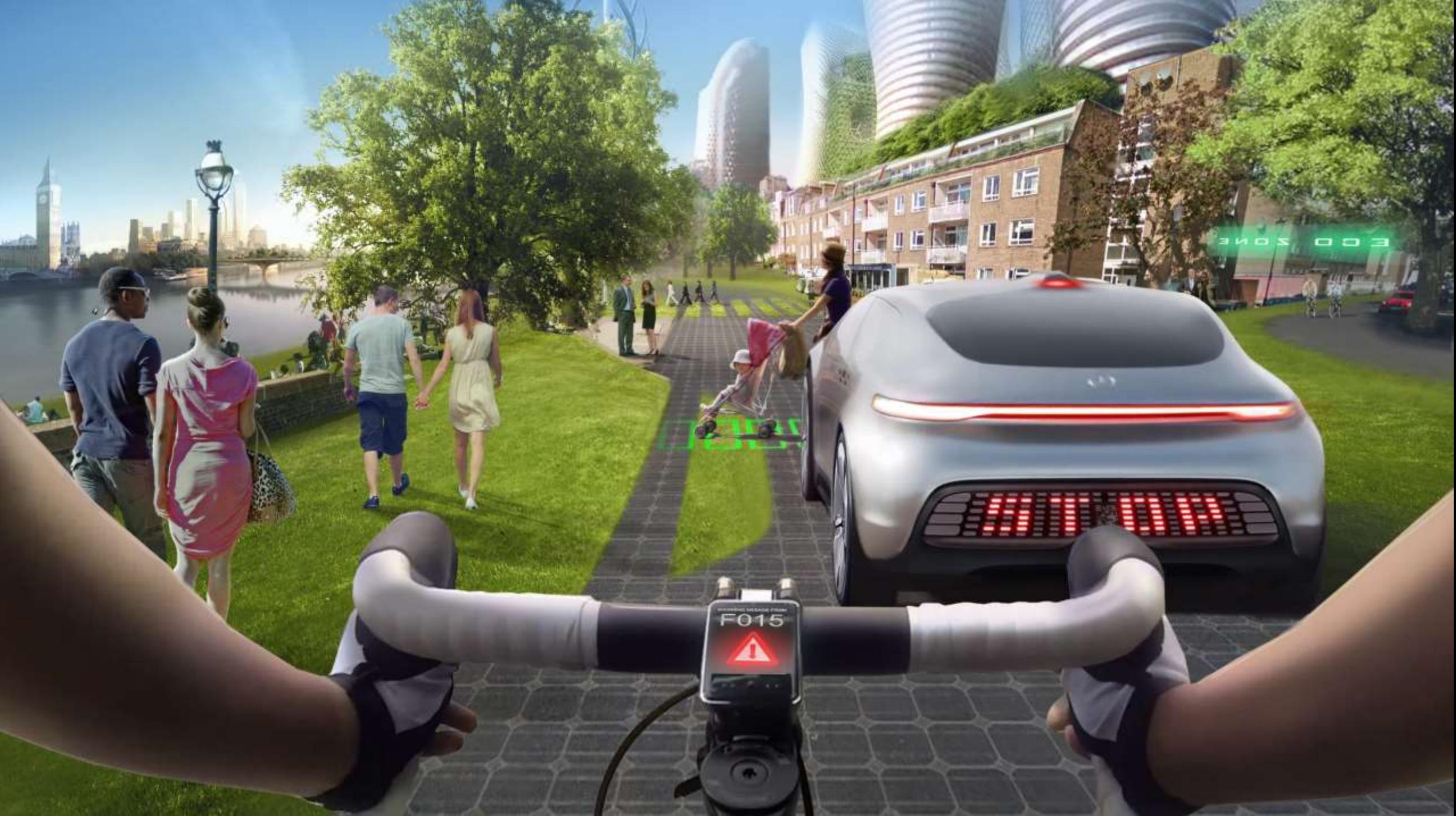


<https://www.youtube.com/watch?v=ORPBbhzex6A>









Remote Parking

Visibility for Architecture

Part of the Infrastructure

Stay Alert all the Time

360° View

Inform People

Warn People

Empower Citizens

Inform about Intentions

React to Actions

Offer Communication

Watch for Signposts



Sense of Beauty

Social Perceptiveness

Empathy

Willful Action, Creativity

Communication

Body Language

Gestures

Language

Meaning from Context

Thank You!

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Society & Technology Research Group

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